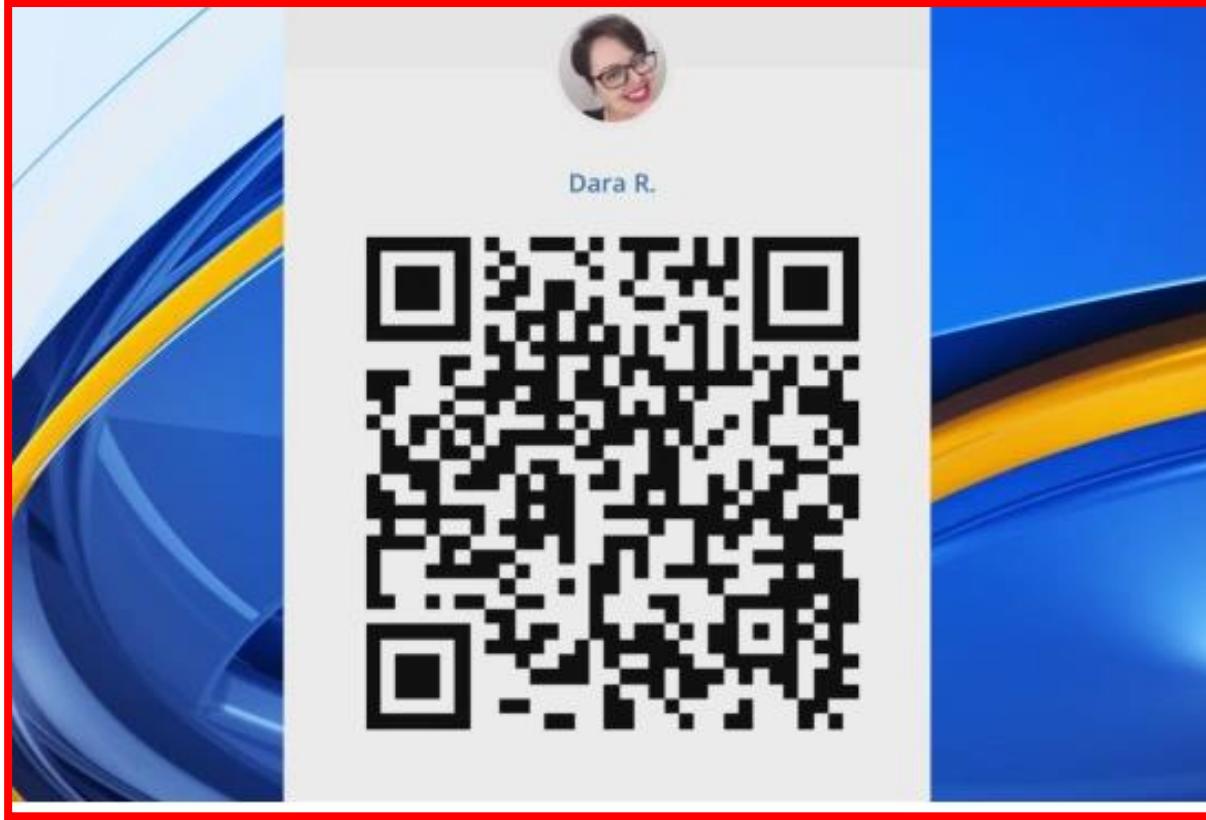
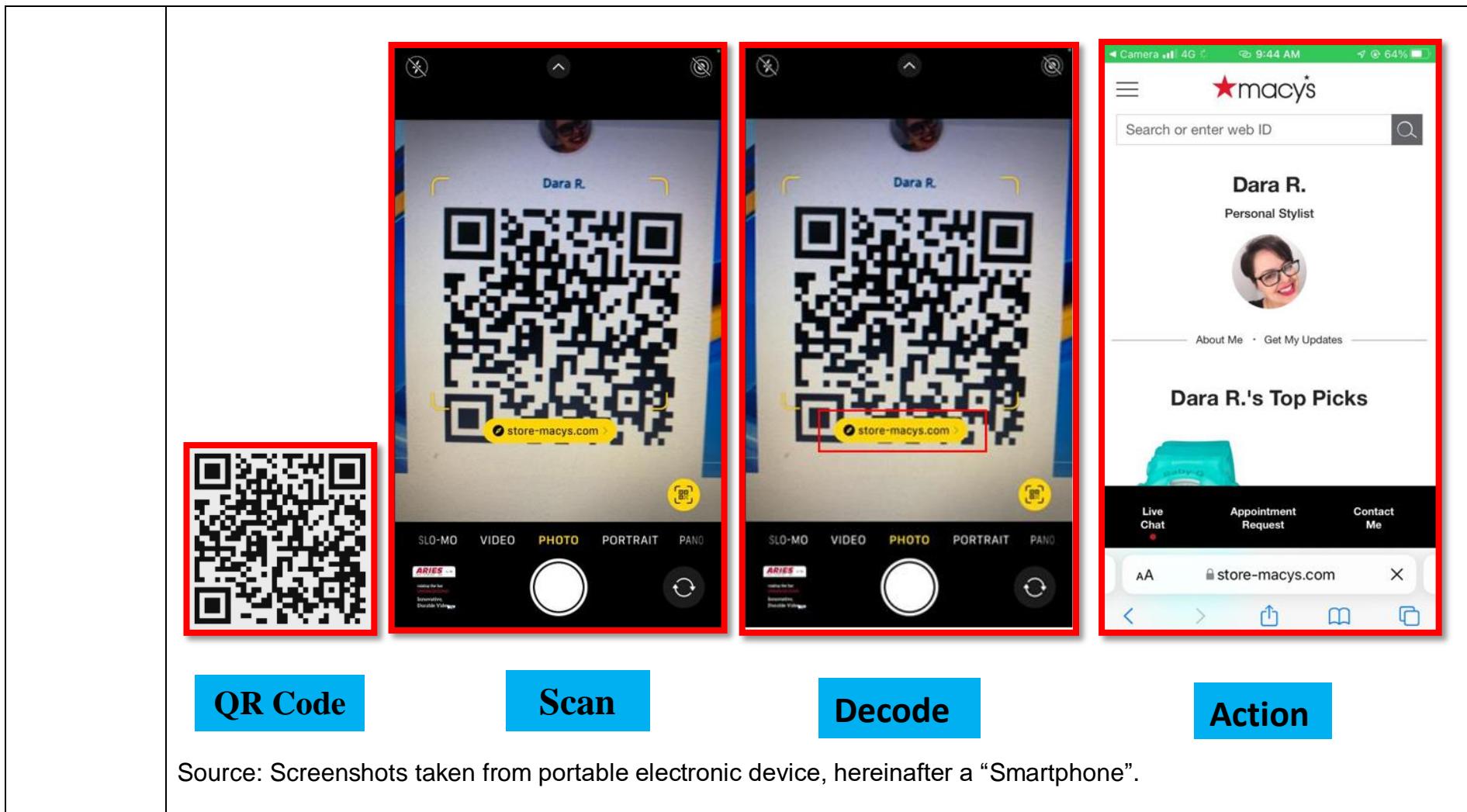
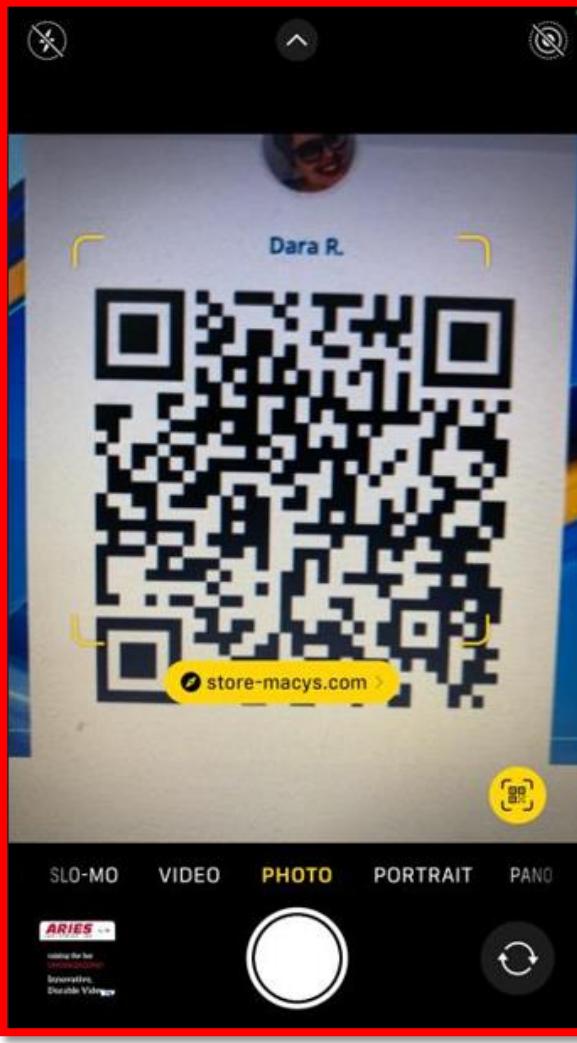


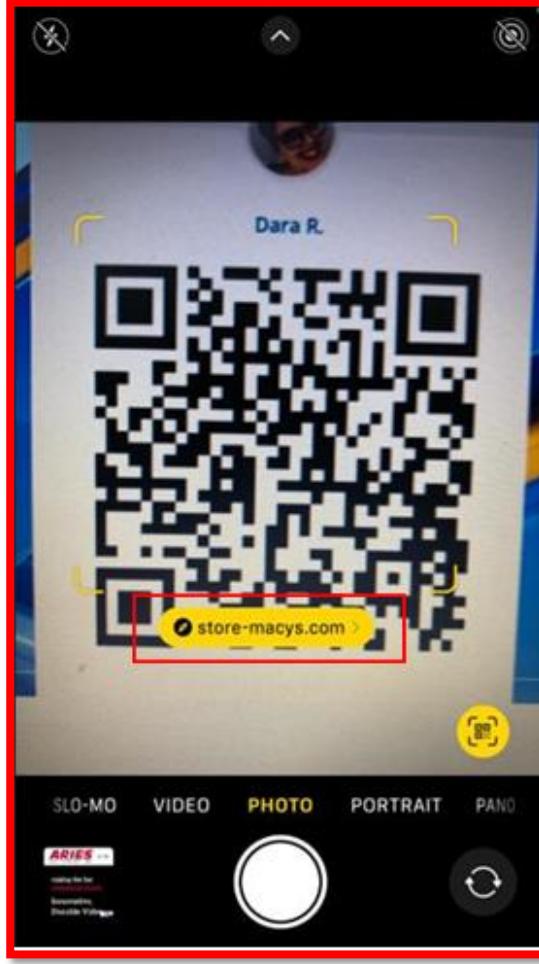
Infringement Claim Chart for U.S. Pat. No. US8651369B2 Vs Macy's ("Defendant")

Claim	Evidence
1.A method comprising:	<p>Defendant makes and uses symbology (i.e., a QR code), associated with the website of Macy's.</p>  <p>A photograph of a smartphone screen displaying a QR code. The QR code is centered on the screen. Above the QR code is a small circular profile picture of a woman with glasses and the name "Dara R." Below the QR code is a blue and yellow abstract background image. The entire image is framed by a red border.</p> <p>Source: Image of Defendant provided QR Code.</p>



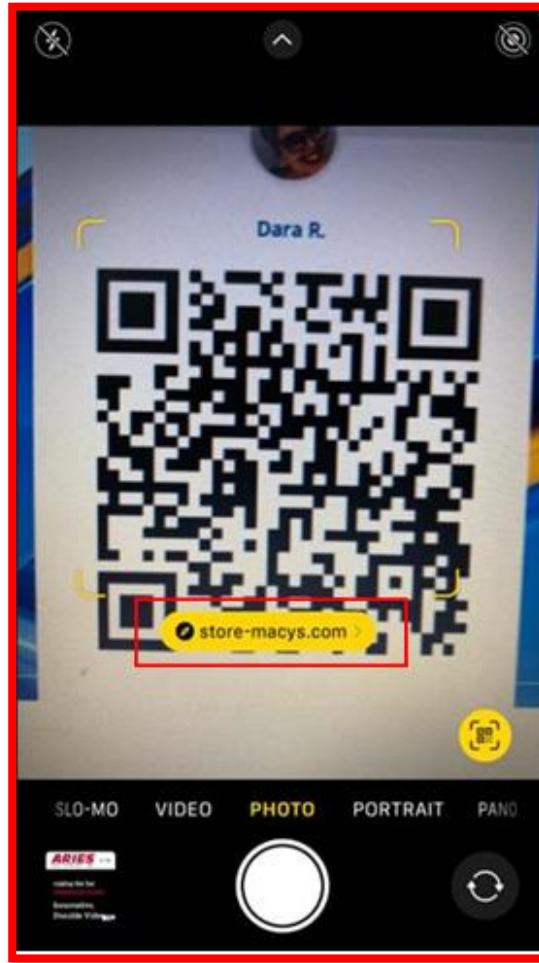
a)capturing a digital image using a digital image capturing device that is part of a portable electronic device;	<p>Defendant uses, or induces the use of,a camera (digital image capturing device) on a Smartphone that captures the digital image.</p>  <p>The image shows a screenshot of a smartphone camera interface. At the top, there are three icons: a speaker icon with a slash, a double arrow icon, and a location icon with a slash. Below the camera controls, a QR code is displayed. Overlaid on the QR code is a yellow button containing the text "store-macy's.com". The camera interface includes a flash icon, a zoom icon, and a camera switch icon. At the bottom, there are five mode buttons: SLO-MO, VIDEO, PHOTO (which is highlighted in yellow), PORTRAIT, and PANO. A small logo for "ARIES" is visible at the bottom left, along with the text "Taking the Next UNIVERSEONE Innovative Portable Video".</p> <p>Source: Screenshot taken from Smartphone.</p>
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b) detecting symbology associated with the digital image using a portable electronic device;	<p>Defendant uses, or induces the use of, a Smartphone to detect symbology (i.e., QR code) associated with the website of Macy's.</p>  <p>Source: Screenshot taken from Smartphone.</p>
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c) decoding the symbology to obtain a decode string using one or more visual detection applications residing on the portable electronic device;	<p>Defendant decodes, or induces the decoding of, the QR code pattern to obtain a decode string (i.e., hyperlink) using the camera application residing in the Smartphone.</p>  <p>The screenshot shows a smartphone camera interface. At the top, there are three icons: a speaker icon, an upward arrow icon, and a circular icon with a question mark. Below the camera controls, the screen displays a QR code with the name "Dara R." above it. A yellow rectangular box highlights a blue button in the center of the QR code area that says "store-macys.com". At the bottom of the screen, there are five camera mode buttons: SLO-MO, VIDEO, PHOTO (which is highlighted in yellow), PORTRAIT, and PANORAMA. Below these buttons is a circular shutter button. At the very bottom, there is a small "ARIES" logo and some smaller text.</p>
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d) sending the decode string to a remote server for processing;

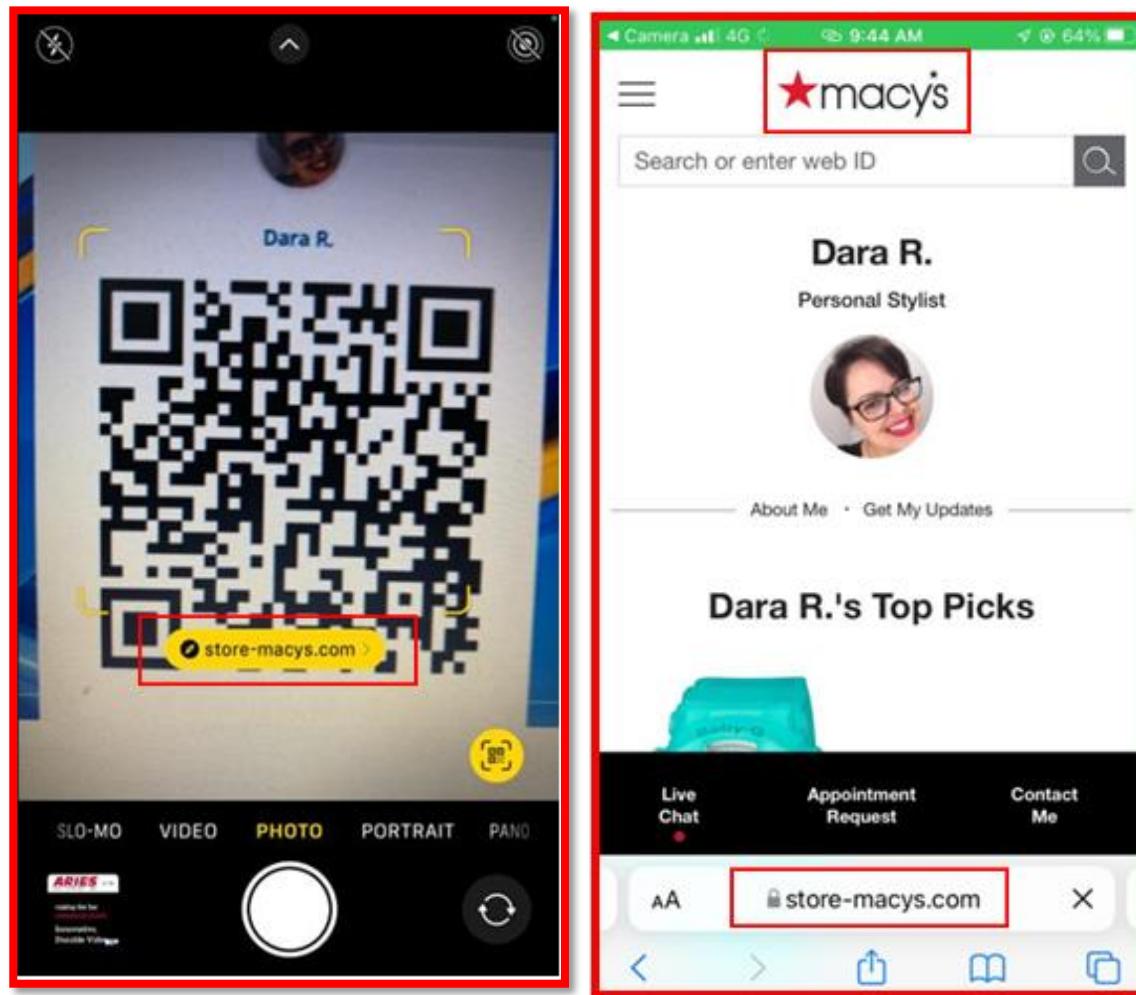
Defendant sends, or induces the sending of, the decoded string to a remote server for processing. Specifically, the Smartphone sends the information associated with the QR code to the Macy's server.



Source: Screenshot taken from Smartphone.

e) receiving information about the digital image from the remote server wherein the information is based on the decode string;

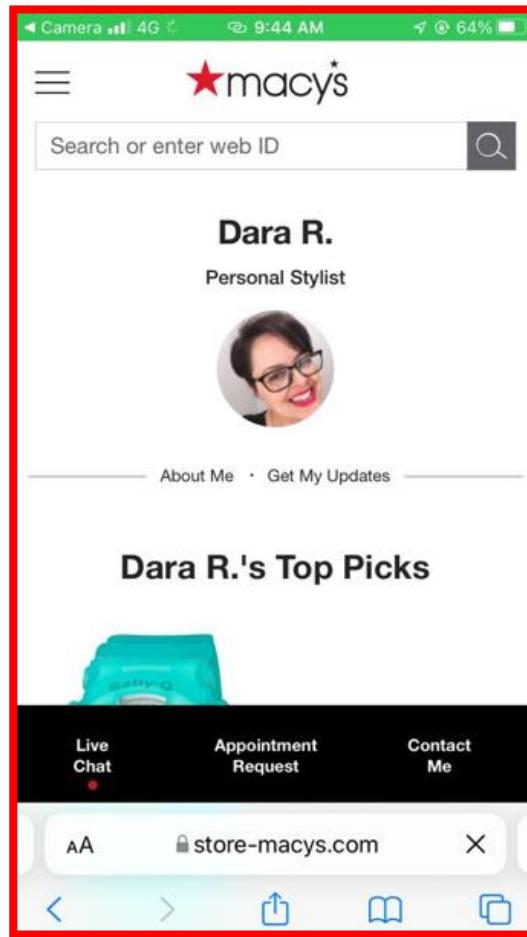
After the Defendant, or one induced by the Defendant, clicks on the hyperlink that is obtained by scanning the QR code associated with the Macy's website, the Smartphone receives the information and navigates directly to the website of Macy's.



Source: Screenshot taken from Smartphone.

f) displaying the information on a display device associated with the electronic device.

Defendant sends, or induces the sending of, the decoded string to a remote server (in this case, a Macy's server) for processing. The information is received and it is displayed on the display associated with the Smartphone as shown below.



Source: Screenshot taken from Smartphone.